



City of Raleigh, NC

Planning / Design Consultant

Cultural / Convention District – Downtown Raleigh

Request for Proposals

April 21, 2004

The City of Raleigh is soliciting proposals for the role of Development Advisor for the Cultural / Convention District of Downtown Raleigh, surrounding the existing BTI Center for the Performing Arts and the planned Raleigh Convention Center and headquarters hotel that is to be under construction in late 2004.

Response Information:

Due date for response to this RFP	April 30, 2004, 5:00 pm
Send responses to:	Daniel A. Howe Assistant City Manager P. O. Box 590 Raleigh, NC 27602 e-mail: daniel.howe@ci.raleigh.nc.us tel: (919) 890-3070 fax: (919) 890-3080
Form of response:	<ol style="list-style-type: none">Firm Name and Contact information – specific listing of firm members who will work on this project and resume's.Qualifications to provide services as described below, and examples of prior work similar to that requested by the City, including contact information for clients on those prior projects.Proposed hourly rates for firm members working on this project, and estimate of approximate hours anticipated to complete project.Confirmation of availability to complete work in the time frame anticipated.
Anticipated selection date	May 18, 2004
Projected initiation of work	June 15, 2004
Projected contract completion	September 30, 2004

Background:

Downtown Raleigh has been the subject of an intensive planning effort over the past 18 months, culminating in the Livable Streets Plan. This plan has a 5-point strategic program to be completed in 5 years, including the construction of a new Convention Center, the re-opening of Fayetteville Street (which was closed in the 70's to create a pedestrian mall), improve the pedestrian environment, undertake a series of regulatory reforms and establish a private non-profit agency (the Downtown Raleigh Alliance) to coordinate downtown programs. This plan has been followed up with substantial private sector response, including the construction of Progress Energy's corporate headquarters, adaptive re-use of a variety of small downtown buildings and the initiation of around 700 dwelling units in the downtown area. Projects public and private now in the pipeline total almost \$1 billion over the next 4 years. Information on this plan, its results, projects in the pipeline, etc. is available on the Livable Streets Web site: <http://www.raleigh-nc.org/livablestreets/index.htm>.

Purpose of This Process:

Currently the Convention Center has been funded (\$200 Million including hotel subsidy – approx. 500,000 square feet, associated with a 400-room Marriott headquarters hotel), and is scheduled to begin construction late summer or early fall 2004. A hotel developer has been chosen, and a hotel development agreement will be completed in May. The hotel is planned to be under construction in 2005. The Fayetteville Street Renaissance (1st 4 blocks) is in the construction drawing preparation phase and is planned to be under construction in May / June 2004.

Six City-owned properties have been identified as prime opportunities for development in conjunction with the Fayetteville Street and Convention Center projects, in the general area of the new Convention Center and the BTI Center for the Performing Arts. (See map on the Livable Streets web site: <http://www.raleigh-nc.org/livablestreets/master.htm>). It is the City's intent to follow the Livable Streets planning process with a strategic plan focused on this Cultural / Convention district of Downtown Raleigh, including these properties and perhaps others. In doing so, we will also be engaging a Development Consultant to assist us with real estate and development market issues. The objective of this strategic planning process is to bring the Development Consultant and the Planning / Design Consultant into a partnership to help the City develop a program for specific, market-driven projects that can be offered to the development community to be built in support of the Livable Streets Program in the target area, specifically projects that can be completed in conjunction with the opening of the Convention Center in 2007.

Scope of work

Please note that some of the work outlined below may be undertaken by City staff. In your response to this RFP, please note areas where application of City resources could lower the overall cost of this consulting work.

A. Strategic plan schedule / background phase

- Identify key stakeholders;
- Describe project boundaries;

- Identify key project integration issues;
- With Development Consultant: Review all major planning studies, design concepts, existing plans, ordinances, demographics etc.;
- With Development Consultant: Review private development proposals in the downtown and competing projects within the city limits and region;
- With Development Consultant: Identify potential private landowner/partners and key stakeholders;
- With Development Consultant: Develop strategic plan process outline and schedule of meetings and milestones.

Deliverables:

1. With Development Consultant: Final strategic plan process outline and schedule of meetings and milestones, based on Preliminary Key Meetings Schedule outlined below (Proposer may suggest a different time frame, nature of meetings, order of meetings, etc.).
2. List of existing plans underway in the study area, completed and in process, and a map showing the boundary of this study area, and areas of coverage of each of the existing plans.
3. List and contact information for key stakeholders, and also specifically for key property owners who may wish to be a part of a joint development program for this district.
4. With Development Consultant: List of existing and planned projects in Downtown Raleigh and in competitive markets, their scope, schedule and nature of competitive position.

B. Strategic Plan development phase

- Based on the outcome of the strategic plan background / schedule phase, organize and facilitate meetings and design workshops necessary to develop the desired outcomes of the strategic plan (See Proposed Key Meeting Schedule below);
- Prepare a site analysis showing opportunities and challenges in the plan area, including context issues, impact of nearby activity centers including Dorothea Dix Campus, NCSU, Centennial Campus, Cameron Village, City Market, impact of the new convention center, topography, views (particularly from the south), historic resources, architectural resources, subsurface conditions, hydrology, pedestrian systems, transit and transportation systems (including existing traffic counts), public open spaces, greenways, civic institutions, key new developments, land use patterns, existing street sections, loading and service zones, etc.;
- With the Development Consultant: Prepare an opportunities analysis based on the Livable Streets Plan, showing underdeveloped properties, land use pattern alterations in a context of the local and regional market, and in the context of the new convention center and the existing BTI Center for the Performing Arts, opportunities for public open spaces, transportation alternatives, massing and view opportunities.

Deliverables:

1. Successful public meetings resulting in a final strategic program.

2. Site analysis, including written report and / or graphic presentation materials (PowerPoint slides, boards, maps, diagrams).
3. Development opportunities analysis including written report and / or graphic presentation materials (PowerPoint slides, boards, maps, diagrams).

C. Preparation of final strategic development program

- Illustrate the general vision and concepts of this strategic plan, as developed among stakeholders in the public meetings, to make clear the overall framework for the specific development proposals;
- With the Development Consultant: Create and illustrate site specific market-based development proposals on the development opportunity sites identified in the strategic plan development phase, including land uses, square footages, residential unit counts, unit types, general price point, etc. For each site illustrate and describe development program alternatives in the short term (0-3 years), medium term (3-7 years) and long term (7 - 15 years), and specify timing, phasing and land assembly options;
- Prepare a schematic plan or series of alternatives for the remaining blocks of the Fayetteville Street corridor, taking into account the existing conditions (underground parking deck, existing land uses), approved new land uses (hotel, convention center), and potential new redevelopment ideas for properties fronting the Fayetteville Street corridor;
- Create an addendum or alterations to the Livable Streets urban design guidelines that specifically addresses a vision for the South End district, including mix and scale of building types, public and private open space, conceptual configuration of the pedestrian realm, connections between key activity points, any unique transportation or street furnishings specifications for this district or alterations of any other aspect of the approved urban design guidelines as they may specifically apply in this district.

Deliverables:

1. Revised or addendum to urban design guidelines as they specifically apply to this district.
2. Individual reports (in conjunction with the Development Consultant) identifying proposed development projects to be a part of the strategic plan, including overall recommendation for land use mix and magnitude, a competitive analysis, potential for financing, comparative analysis of possible success compared with other alternatives, and any other economic data that supports the feasibility of each of these projects as part of the strategic plan. These reports should consider alternative scenarios and should be placed in a timing context relative to the short term (0-3 years), medium term (3-7 years) and long term (7 - 15 years), and should specify phasing and land assembly options.
3. Schematic plan or alternatives for remaining blocks of the Fayetteville Street corridor, including written report and / or graphic presentation materials (PowerPoint slides, boards, maps, diagrams).

Suggested Key Meeting Schedule – 12-Week process (Subject to Change)

- Collect data and existing plans - Site visit to complete process planning – Weeks 1-3
- In-house workshop with staff, design teams and key stakeholders, review, refine and confirm analysis of existing conditions – Week 4
- Prepare a preliminary plan summarizing findings, stakeholder feedback, place making principles, site analysis. Identify major issues to resolve at the public design workshop – Week 5
- Public design workshop – confirm analysis, build consensus, selection of preferred development program, development of conceptual plan and site specific development proposals – Week 6
- Consultant analysis / development of Draft Strategic Plan and development proposals – Weeks 7-8
- Present and confirm the Draft Strategic Plan and development proposals with the Development Advisory Committee, DRA Board, staff and stakeholders – Week 9
- Make final adjustments to plans and report before Council presentation – Week 10
- Presentation of final Strategic Plan and development proposals for Council Action – Weeks 11 and 12

Other follow-on opportunities that are not part of the scope of this RFP, but which may be requested by the City of the Planning /Design Advisor subsequent to the completion of the strategic plan:

- Graphic design, backup materials and content organization for marketing documents for identified development opportunities;
- Public consumption summary of the principles and intent of the strategic plan for this district;
- Consultation on development agreements with potential developers